



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Acadia National Park Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Acadia National Park
P.O. Box 177
Bar Harbor, ME 04609-0177

August 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Acadia National Park. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.





Sincerely,

Sheridan Steele
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Acadia National Park

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to this visit, how did you and your personal group obtain information about Acadia National Park? Please mark (●) **all** that apply in column (a).
- b) For only those sources of information you **used**, please rate their importance, from 1-5, in column (b).

a) Park information used prior to this visit	b) If used, how important?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important
<input type="radio"/> Did not obtain information prior to visit → Go to Question 2	
<input type="radio"/> Previous visits	_____
<input type="radio"/> Friends/relatives/word of mouth	_____
<input type="radio"/> Travel guides/tour books (such as AAA, etc.)	_____
<input type="radio"/> Maps/brochures	_____
<input type="radio"/> Newspaper/magazine articles	_____
<input type="radio"/> Inquiry to park via phone, mail or email	_____
<input type="radio"/> Television/radio programs/videos	_____
<input type="radio"/> Maine State Tourism Center along Interstate 95	_____
<input type="radio"/> Acadia National Park website: www.nps.gov/acad	_____
<input type="radio"/> Other websites	_____
<input type="radio"/> School class/program	_____
<input type="radio"/> Chamber of commerce/visitors bureau/state welcome center	_____
<input type="radio"/> Other (Please specify below)	_____

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

5. On the list below, please mark (●) **all** the activities in which you and your personal group participated at Acadia National Park during this trip.

- | | |
|--|--|
| <input type="radio"/> Boating/canoeing/kayaking on lakes/ponds | <input type="radio"/> Hiking on trails |
| <input type="radio"/> Walking on carriage roads | <input type="radio"/> Birdwatching |
| <input type="radio"/> Biking on carriage roads | <input type="radio"/> Picnicking |
| <input type="radio"/> Biking on park motor roads | <input type="radio"/> Sea kayaking |
| <input type="radio"/> Taking horse and carriage ride | <input type="radio"/> Rock climbing |
| <input type="radio"/> Sightseeing/driving for pleasure | <input type="radio"/> Shopping in park |
| <input type="radio"/> Participating in ranger-led programs/cruises | <input type="radio"/> Earthcaching |
| <input type="radio"/> Dining at Jordan Pond House Restaurant | |
| <input type="radio"/> Camping at Seawall, Blackwoods, Isle au Haut, or Wildwoods Stables Campgrounds | |
| <input type="radio"/> Other (Please specify) _____ | |

6. Many businesses offer guided tours, instruction, or activities to help visitors enjoy Acadia National Park. On this trip, for which of these **commercial** activities did you and your personal group pay a fee while visiting Acadia National Park? Do not include businesses where you only rented equipment. Please mark (●) **all** that apply.

- | | |
|--|-------------------------------------|
| <input type="radio"/> None ➔ Go to Question 7 | |
| <input type="radio"/> Bicycling tour | <input type="radio"/> Nature walks |
| <input type="radio"/> Hiking tour | <input type="radio"/> Rock climbing |
| <input type="radio"/> Sea kayaking tour | |
| <input type="radio"/> Boat cruise (not ferry boat, mail boat, or whale watch) | |
| <input type="radio"/> Concession bus tour (<i>National Park Tours</i> or <i>Oli's Trolley</i>) | |
| <input type="radio"/> Other bus tour (Specify company) _____ | |
| <input type="radio"/> Other (Please specify) _____ | |

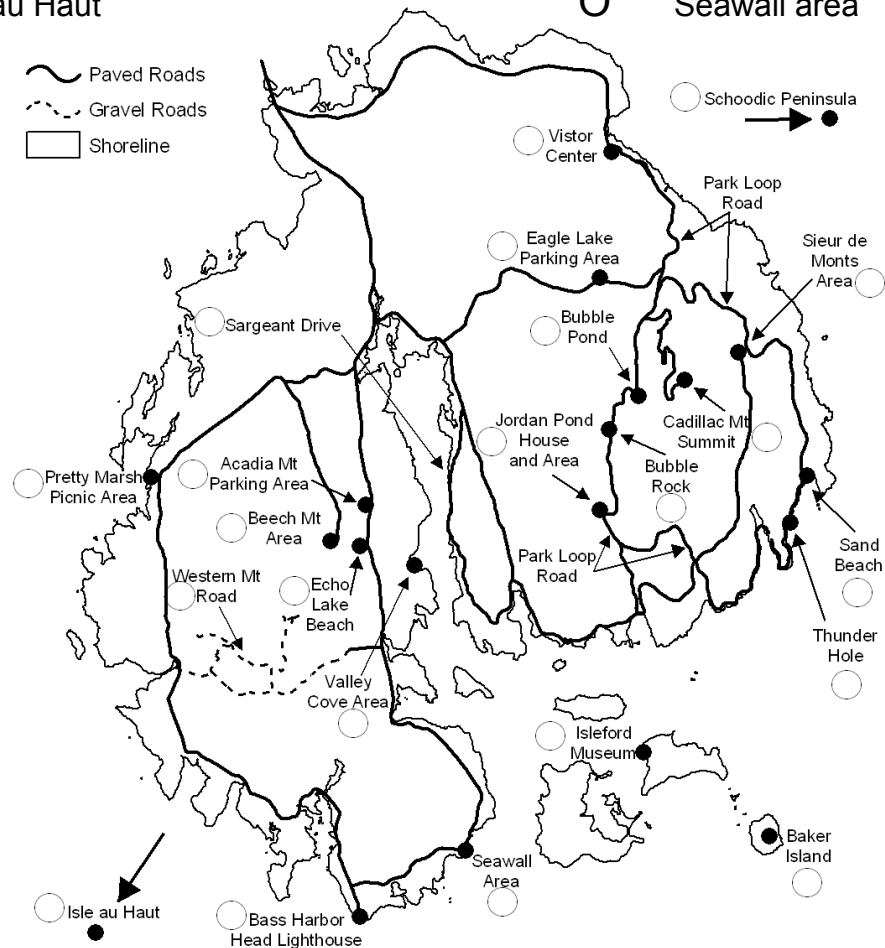
7. a) During this visit, did aircraft affect your enjoyment of Acadia National Park?

- ☐ Yes ☐ No ➔ **Go to Question 8**

b) If YES, how? _____

8. During this trip, which of these places in Acadia National Park did you and personal your group visit? Use the map below to help you locate the places. Please mark (●) **all** that apply.

- | | |
|--|--|
| <input type="radio"/> Sieur de Monts area (Wild Gardens, Nature Center, Abbe Museum) | <input type="radio"/> Thunder Hole |
| <input type="radio"/> Sand Beach | <input type="radio"/> Cadillac Mountain summit |
| <input type="radio"/> Jordan Pond House and area | <input type="radio"/> Bubble Pond |
| <input type="radio"/> Bubble Rock | <input type="radio"/> Sargent Drive |
| <input type="radio"/> Eagle Lake parking area | <input type="radio"/> Echo Lake Beach |
| <input type="radio"/> Beech Mountain area | <input type="radio"/> Valley Cove area |
| <input type="radio"/> Acadia Mountain (Ledges) parking area | <input type="radio"/> Western Mountain Road |
| <input type="radio"/> Bass Harbor Head Light Lighthouse | <input type="radio"/> Schoodic Peninsula |
| <input type="radio"/> Pretty Marsh picnic area | <input type="radio"/> Islesford Museum |
| <input type="radio"/> Baker Island | <input type="radio"/> Seawall area |
| <input type="radio"/> Isle au Haut | |



9. On this visit, did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item.

Yes	No	Rules/Regulations
<input type="radio"/>	<input type="radio"/>	Pets are allowed in the park on a leash six feet or less in length, but are prohibited from hiking trails with ladders
<input type="radio"/>	<input type="radio"/>	Firewood may not be brought into the park due to the threat to park resources from non-native insect species
<input type="radio"/>	<input type="radio"/>	Dead and down wood may be collected as fuel for campfires within the park, except within campgrounds
<input type="radio"/>	<input type="radio"/>	Collecting natural and historic objects such as starfish, beach cobbles, or arrowheads is prohibited
<input type="radio"/>	<input type="radio"/>	Collecting certain fruits, nuts, or berries or unoccupied seashells by hand for personal use or consumption is allowed

10. a) **Prior to this visit**, were you and your personal group aware of the following guidelines for visiting Acadia National Park? Please mark (●) **one** answer for each item in column (a).

- b) Did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these guidelines **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item in column (b).

a) Aware prior to visit?

b) Learned during visit?

Yes	No	Guidelines	Yes	No
<input type="radio"/>	<input type="radio"/>	Leave No Trace program and principles	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Adding to or building new cairns or other rock objects detracts from the natural landscape, causes soil erosion and plant loss, and misleads hikers (Stone cairns are used as trail markers where there are no trees)	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Staying on trails or stepping on rock preserves fragile mountain soil and plants	<input type="radio"/>	<input type="radio"/>

11. a) Please mark (●) **all** the information services and facilities that you and your personal group **used** at Acadia National Park during this visit.
- b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper <i>Beaver Log</i>	_____	_____
<input type="radio"/> Ranger-led walks/talks/programs/cruises	_____	_____
<input type="radio"/> Hulls Cove Visitor Center exhibits	_____	_____
<input type="radio"/> Jordan Pond House exhibits	_____	_____
<input type="radio"/> Bar Harbor Village Green Information Center	_____	_____
<input type="radio"/> Nature Center exhibits (Sieur de Monts)	_____	_____
<input type="radio"/> Cadillac Mountain Summit Center exhibits	_____	_____
<input type="radio"/> Thunder Hole Information Center exhibits	_____	_____
<input type="radio"/> Thompson Island Information Center exhibits	_____	_____
<input type="radio"/> Islesford Museum	_____	_____
<input type="radio"/> Roadside interpretive exhibits	_____	_____
<input type="radio"/> Trailside exhibits	_____	_____
<input type="radio"/> Information/bulletin boards	_____	_____
<input type="radio"/> Jordan Pond or Carroll Homestead self-guiding trails	_____	_____

12. a) How would you rate the quality of information provided on the park website to plan your visit? Please mark (●) **one**.

☐ Did not use the park website → **Go to Question 13**

Very poor Poor Average Good Very good

☐ ☐ ☐ ☐ ☐

- b) Did you find the information that you needed on the park website?

☐ No ☐ Yes → **Go to part d of this question**

- c) If NO, what type of information did you and your personal group need that was not available on the park website? Please be specific.

- d) If YES, what type of information was most valuable to you and your personal group?

13. a) On this trip, which of the following ranger-led programs did you and your personal group attend at Acadia National Park? Please mark (●) **all** that apply.

☐ Did not attend any ranger-led programs → **Go to part c of this question**

- b) How appropriate was the depth of information in the programs you and your personal group attended?

a) Ranger-led program		b) Depth of information?		
		Too simple	About right	Too complex
<input type="radio"/>	Talk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Walk/hike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Bike tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Children's program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Campground evening program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Boat cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Drop in (Falcon Watch, Hawk Watch, Otter Cove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) If you and your personal group were to visit Acadia National Park in the future, would you be willing to pay a modest fee (such as \$10/person) to attend a 2-3 hour ranger-led program with a limited group size?
- ☐ Yes, would be willing to pay a modest fee to attend ranger-led programs
- ☐ No, would not be willing to pay a modest fee to attend ranger-led programs
14. If you did not attend any park ranger-led programs on this visit, what prevented you and your personal group from attending? Please mark (●) **all** that apply.
- ☐ Not interested in attending ranger-led programs → **Go to Question 15**
- ☐ Did not have time for this activity ☐ Weather
- ☐ Not aware of any ranger-led programs offered at park ☐ Not enough programs offered
- ☐ Other (Please specify) _____
15. a) If you and your personal group visit again in the future, which topics would you like to learn about in interpretive/ranger-led programs at Acadia National Park? Please mark (●) **all** that apply.
- ☐ Not interested in interpretive programs → **Go to Question 16**
- ☐ Birds ☐ Animals other than birds
- ☐ Plants ☐ Tidal areas
- ☐ Geology ☐ Astronomy
- ☐ Human history ☐ Volunteer opportunities
- ☐ Other (Please specify) _____
- b) What program length would be most suitable for you and your personal group? Please mark (●) **one**.
- ☐ Under 1/2 hour ☐ 1 - 2 hours
- ☐ 1/2 - 1 hour ☐ Other _____
- c) What time of day would be most suitable for you and your personal group to attend a ranger-led program? Please mark (●) **one**.
- ☐ 8 - 10 am ☐ Noon - 2 pm ☐ After 4 pm
- ☐ 10 am - Noon ☐ 2 pm - 4 pm ☐ Other (Specify) _____

16. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Acadia National Park during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Park road directional signs--outside park	_____	_____
<input type="radio"/> Park road directional signs--in park	_____	_____
<input type="radio"/> Park Loop Road	_____	_____
<input type="radio"/> Carriage roads	_____	_____
<input type="radio"/> Parking lots	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Hiking trails	_____	_____
<input type="radio"/> Beaches	_____	_____
<input type="radio"/> Campgrounds (Blackwoods, Seawall, Isle au Haut, Wildwood Stables)	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Jordan Pond House Restaurant	_____	_____
<input type="radio"/> Jordan Pond House Gift Shop	_____	_____
<input type="radio"/> Cadillac Mountain Gift Shop	_____	_____
<input type="radio"/> Thunder Hole Gift Shop	_____	_____
<input type="radio"/> Wildwood Stables (excluding campground)	_____	_____

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Acadia National Park during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. It is the National Park Service's responsibility to protect Acadia National Park's natural, scenic, and cultural resources, while at the same time providing for public enjoyment. How important is protection of the following resources/attributes to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Park resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic features and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. a) On this visit to Acadia National Park, did you and your personal group bring any of the following electronic devices with you? Please mark (●) **all** that apply.

b) On this visit, did you and your personal group use any of the following electronic devices **to obtain park information**? Please mark (●) **all** that apply.

a) Brought on this visit	b) Used for park information
---------------------------------	-------------------------------------

- | | |
|--|-----------------------|
| <input type="radio"/> None → Go to part d of this question | |
| <input type="radio"/> Laptop computer | <input type="radio"/> |
| <input type="radio"/> Cell phone | <input type="radio"/> |
| <input type="radio"/> MP3/MP4 player (audio tour) | <input type="radio"/> |
| <input type="radio"/> Other portable electronic device (iPhone, Blackberry, PDA, etc.) | <input type="radio"/> |
| <input type="radio"/> Handheld Global Positioning System receiver (navigation) | <input type="radio"/> |

c) What park information did you obtain using these devices?

d) If you did not use these devices on this visit, would you like to use them to access information about Acadia National Park on a future visit?

- | | | |
|---------------------------|--------------------------|--------------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not sure |
|---------------------------|--------------------------|--------------------------------|

20. A new facility, Acadia Gateway Center, is being designed to welcome visitors to Mount Desert Island and Acadia National Park. This center, on Route 3 in Trenton, Maine, will provide parking, restrooms, and information for Acadia National Park and the Chamber of Commerce, and will serve as the hub for the free *Island Explorer* bus. Visitors will be able to park vehicles there and take the *Island Explorer* to Acadia National Park and Mount Desert Island.

a) Would you and your personal group be willing to stop at the Acadia Gateway Center on a future trip to Acadia National Park or Mount Desert Island? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

☐ ☐ ☐ ☐ ☐

b) Would you and your personal group be willing to park your car at the Acadia Gateway Center and ride the Island Explorer bus around Acadia National Park or Mount Desert Island on a future trip? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

☐ ☐ ☐ ☐ ☐

21. On this visit, were you and your personal group part of the following types of organized groups?

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other group (scouts, work, church, etc.) ☐ Yes ☐ No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

22. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) _____

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people

23. a) & b) When visiting an area such as Acadia National Park, what one language do you and most members of your personal group prefer to use for the following?

a) Speaking: ☐ English ☐ Other (Specify) _____

b) Reading: ☐ English ☐ Other (Specify) _____

24. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes

☐ No → **Go on to Question 25**

b) If YES, what services or activities were difficult to access/participate in?

c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all** that apply.

☐ Hearing (difficulty hearing ranger-led programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

☐ Other (Please specify) _____

25. For you and your personal group on this visit, please provide the following. If you do not know the answer, leave blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Acadia National Park (including this visit)	
			c) Past 5 years	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. Is there anything else you and your personal group would like to tell us about your visit to Acadia National Park?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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